



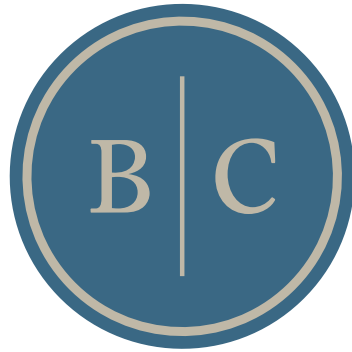
BRADSHAW
CARTER

BRAND GUIDELINES • LOGO USAGE

TABLE OF CONTENTS:

STANDARD FULL COLOR / CMYK LOGOS	2
PANTONE / GRAYSCALE LOGOS	3
ALTERNATE HORIZONTAL LOGO	4
FONT + COLOR STANDARDS	5
ON SCREEN / RGB LOGOS	6
FILE FORMATS	7
LINK TO DOWNLOAD LOGOS	7

STANDARD FULL COLOR LOGO - FOR PRINT REPRODUCTION



BRADSHAW
CARTER

FULL COLOR PROCESS - CMYK

FILE NAME: BRADSHAW CARTER LOGOS / FOR PRINT / CMYK PROCESS / BradshawCarter-CMYK.pdf



BRADSHAW
CARTER

MEMORIAL  FUNERAL SERVICES

FULL COLOR PROCESS - CMYK, WITH TAG LINE

FILE NAME: BRADSHAW CARTER LOGOS / FOR PRINT / CMYK PROCESS / BradshawCarter-CMYK-tagline.pdf

SPECIALTY COLOR LOGOS - FOR PRINT REPRODUCTION

TWO COLOR PANTONE:

PMS 7700 / PMS 7535

FILE NAME:

BRADSHAW CARTER LOGOS /

FOR PRINT / PMS INK /

BradshawCarter-PMS 2 COLOR.pdf



BRADSHAW
CARTER

ONE COLOR PANTONE:

PMS 7700

FILE NAME:

BRADSHAW CARTER LOGOS /

FOR PRINT / PMS INK /

BradshawCarter-PMS 1 COLOR.pdf



BRADSHAW
CARTER

GRAYSCALE

FILE NAME:

BRADSHAW CARTER LOGOS /

FOR PRINT / BLACK/GRAYSCALE /

BradshawCarter-grayscale.pdf



BRADSHAW
CARTER

BLACK/WHITE

FILE NAME:

BRADSHAW CARTER LOGOS /

FOR PRINT / BLACK/GRAYSCALE /

BradshawCarter-BLACK.pdf



BRADSHAW
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ALTERNATE HORIZONTAL LOGOS - FOR PRINT REPRODUCTION



BRADSHAW
CARTER

FULL COLOR CMYK

FILE NAME:

BRADSHAW CARTER LOGOS /
FOR PRINT / CMYK PROCESS /
BradshawCarter horiz-CMYK.pdf



BRADSHAW
CARTER

TWO COLOR PANTONE: PMS 7700 / PMS 7535

FILE NAME:

BRADSHAW CARTER LOGOS /
FOR PRINT / PMS INK /
BradshawCarter-horiz PMS 2 COLOR.pdf



BRADSHAW
CARTER

ONE COLOR INK

PMS 7700

FILE NAME:

BRADSHAW CARTER LOGOS /
FOR PRINT / PMS INK /
BradshawCarter-horiz PMS 2 COLOR.pdf



BRADSHAW
CARTER

GRAYSCALE

FILE NAME:

BRADSHAW CARTER LOGOS /
FOR PRINT / BLACK/GRAYSCALE /
BradshawCarter-horiz GRAYSCALE.pdf



BRADSHAW
CARTER

BLACK/WHITE

FILE NAME:

BRADSHAW CARTER LOGOS /
FOR PRINT / BLACK/GRAYSCALE /
BradshawCarter-horiz BLACK.pdf

FONT + COLOR STANDARDS

PRIMARY FONT: APOLLO MT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

CMYK



C5 M5 Y15 K8



C10 M11 Y23 K19



C45 M10 Y10 K5



C80 M50 Y30 K15



C100 M48 Y12 K58

PANTONE



PMS 7534



PMS 7535



PMS 549



PMS 7700



PMS 302

WEB FONT: GEORGIA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

abcdefghijklmnopqrstuvwxyz
0123456789



R222 G217 B201 | #DDD8C8



R190 G183 B166 | #BEB7A5



R130 G184 B205 | #82B7CC



R59 G104 B132 | #3B6884



R0 G58 B93 | #00395D

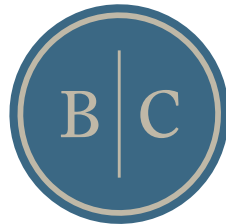
DIGITAL COLOR LOGO - FOR ON SCREEN PRESENTATION



BRADSHAW
CARTER

FULL COLOR - RGB

FILE NAME: BRADSHAW CARTER LOGOS / ON SCREEN / BradshawCarter-standard RGB.png (or .jpg)



BRADSHAW
CARTER

FULL COLOR - RGB

FILE NAME: BRADSHAW CARTER LOGOS / ON SCREEN / BradshawCarter-horizontal RGB.png (or .jpg)



BRADSHAW
CARTER

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FULL COLOR - RGB

FILE NAME: BRADSHAW CARTER LOGOS / ON SCREEN / BradshawCarter-standard RGB-tagline.png (or .jpg)

FILE FORMATS

FOR PRINT REPRODUCTION:

PDF - standard vector PDF file to be used for all high quality printing and reproduction.

PMS - files prepared with standard Pantone ink specifications

CMYK - files prepared for four color process reproduction

FOR ON SCREEN USE:

PNG - transparent background, for use on colored backgrounds

JPG - white background

IF THE LOGO FILES WERE NOT PROVIDED WITH THIS PDF, THEN YOU CAN DOWNLOAD THE FILES BY CLICKING ON THIS LINK:



http://www.goodproject.com/clients/BRADSHAW_CARTER_LOGOS.zip

For more information, please contact:

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